

# OWN AN ASSAM HERITAGE TEA EXCLUSIVE STORE IN YOUR CITY

Build your business with Northeast India's trusted

**Garden-To-Cup specialty tea brand.**

**Authentic.  
Award-Winning.  
Global Reach. (21 countries)  
Profitable.**

Assam Heritage Tea (Heritage Tea Company Pvt. Ltd.) brings the richness of Assam's finest gardens to your storefront. Founded by master blender Rajen Baruah — with over 45 years in the industry — the brand exports specialty teas to customers worldwide and now invites passionate partners to bring its authentic flavors to more cities across India.

# BRAND STORY

The Heritage Behind Every Cup

## The Assam Heritage Tea Mission

Assam Heritage Tea is a state of the art of speciality tea manufacturing unit and was built on a singular belief: that every cup deserves the honest, uncompromised taste of real Assam tea — grown right, crafted and blended, and delivered with transparency.

Founded by Rajen Baruah, a front-line industry veteran with over 45 years of experience in planting and manufacturing, Heritage Tea Company Pvt. Ltd. has built one of Northeast India's most respected specialty tea ecosystems:

- Garden-direct sourcing from Assam's finest small tea farms
- Handcrafted specialty blending by expert artisans
- ISTA award-winning quality standards
- International exports to multiple countries
- Four running retail shops serving connoisseurs
- Ready-to-gift, loose-leaf & specialty packed formats

**Assam Heritage Tea delivers what tea lovers always deserved — authentic, traceable, handcrafted tea with the spirit of Assam in every sip.**

## Recognition & Trust

- ISTA (Intl. Speciality Tea Association) Award
- Tea Epicure Award recipient
- Exported to USA, Japan, Middle East & Europe.
- Retail shops serving tea connoisseurs since founding (Speciality Orthodox, Oolong, White Tea, Golden Teas Speciality green teas,herbal blends and premium CTC)

Led by the Baruah family — Rajen, June, Ishan and Ronnie — a team that brings multi-generational expertise from nursery to packing.

# WHY ASSAM HERITAGE TEA IS DIFFERENT

A brand that solves real gaps in India's specialty tea market

01

## **Award-Winning Quality & Craft**

Recognized by the International Speciality Tea Association U.S.A. and Tea Epicure — rigorous handcrafting and expert blending deliver consistent, premium-grade specialty teas.

02

## **Garden-to-Cup Traceability**

Besides own manufacture, direct sourcing from trusted small Tea farms in Assam with full transparency — every blend is traceable from leaf to packaging.

03

## **30 Unique Specialty Blends**

From Spring White Tea to Heritage Jade Green, Oriental Beauty to CTC Madhumol — a diverse range covering premium, gifting, everyday, and herbal categories.

04

## **Global Credibility, Local Roots**

Exported to customers across the world yet deeply rooted in Assam's heritage — an internationally respected brand with the story and soul of Northeast India.

06

## **Proven Retail Experience**

Four operational retail shops and a decades-strong direct customer base — a model tested and refined over 45+ years in the industry.

05 ISO 22000 and HACCP Certified.

# THE FRANCHISE OPPORTUNITY

A proven model you can confidently invest in

**4+**

Retail Stores  
Operating

**45+**

Years Industry  
Experience

**30**

Specialty Tea Blends

**Global**

Export Presence

Assam Heritage Tea gives you everything you need to launch and run a profitable specialty tea store — you focus on daily customer experience, and the brand handles the product, blending, and supply chain.

## Franchise Highlights

- Established brand with 45+ years of credibility
- Award-winning specialty teas with global recognition
- Estimated margins of 25% on specialty range
- Full supply chain & product support
- No prior tea experience needed — training provided
- Low footprint store: 150–200 sq. ft. sufficient

## Product Basket You Can Sell

- Specialty long-leaf teas (30 signature blends)
- Premium gift boxes & curated hampers
- CTC everyday teas — Madhumol range
- Herbal & wellness teas (Hibiscus, Spring White)
- Heritage Gold & Heritage Jade Green premium lines
- Branded merchandise & accessories

# INVESTMENT & RETURNS

A simple, low-risk, high-trust franchise model

## Total Estimated Investment: ₹8 – 10 Lakhs\* (single outlet)

Security Deposit	₹1,00,000 (Refundable)
Franchise Fee (One-time)	₹2,50,000
Interior, Display & Signage	₹1,00,000
Equipment (Tea dispensers, POS)	₹1,00,000
Initial Stock (credit)	₹75,000
Working Capital	₹1,50,000
Local Launch & Marketing	₹50,000
Miscellaneous & Inauguration	₹ 50,000
<b>Royalty Fee</b>	<b>NIL</b>

**22-25%**

Blended Margin  
(Speciality)

**18 mo**

Estimated ROI Period

**NIL**

Royalty Fee

**₹4-5L**

Est. Monthly Revenue

\*Investment figures are indicative. Final amounts may vary based on location, vendor rates, and store size.

# STORE REQUIREMENTS & OPERATIONS

A streamlined, experience-first retail outlet

## Store Requirements

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- 150–200 sq. ft. of commercial space
- High-footfall area — markets, malls, cafés, tourist zones
- Good visibility and street-level access
- Power supply (no heavy load required)
- Suitable for tier-1 to tier-3 cities

## Setup & Logistics

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- Company-provided store layout and design guide
- Mandatory branded signage, tasting counter & display
- Equipment sourced via discounted vendor partners
- Monthly stock replenishment with 2-week credit cycle
- Quality-packed, shelf-stable specialty teas

## Staff & Operating Requirements

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### Staffing

- 1–2 staff or owner-operator model
- Minimum 12th pass; customer-facing communication skills
- Staff recruited by franchisee, trained by Assam Heritage Tea team

### Store Operating Hours

- Open 6 days a week, 10–12 hours daily
- Sunday hours as per local market norms
- Tea tasting sessions encouraged for footfall

# TRAINING, SUPPORT & MARKETING

Everything you need to launch and grow

## Training (by Rajen Baruah & team)

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- Duration: 3 days at factory/retail location
- Tea varieties, origin stories & tasting techniques
- Customer engagement & up-selling specialty teas
- Inventory, stock rotation & freshness management
- POS, billing & MIS handling
- Hygiene, storage & packaging standards

Note: POS software provided free for first year. Renewal from Year 2 borne by franchisee.

## Support System

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- Complete store setup & layout guidance
- Branded fixtures and display design templates
- Periodic quality & operational audits
- Ongoing training & performance support visits
- Detailed SOP manual for smooth daily operations
- Ready branding & marketing toolkit: banners, packaging inserts, social reels

## Marketing

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- Central social media content provided
- Launch support & inauguration assistance
- Local marketing permitted under brand guidelines
- Co-branded gifting and festive campaign assets

# WHO CAN APPLY

Find your place in the world of specialty tea

## Ideal Franchise Partner would be someone who is:

- Passionate about quality food & beverage retail
- Strong on customer experience and presentation
- Willing to manage store or oversee trained staff
- Able to invest approx. ₹8 - 10 Lakhs
- Business-minded with community connections
- Respectful of brand standards and quality discipline

**Prior tea knowledge is NOT required — our training program covers everything.**

## Legal Terms

### 3-Year Agreement

Franchise valid for an initial term of 3 years.

### Renewal Fee

₹50,000 for renewal after completion of 3-year term.

### 3-Month Exit Notice

All dues must be cleared; 3-month advance notice required.

### No Outlet Transfer

Franchise outlet cannot be sold or transferred to a third party.

### Non-Compete Clause

No competing tea/beverage brand may be operated during tenure.

### Legal Jurisdiction

Dibrugarh / Guwahati, Assam.

## Ready to Brew Your Business?

Bring Assam Heritage Tea to your city. Build a profitable, authentic specialty tea retail business with a brand the world trusts.

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